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**TRANSMITTAL
FORM**

(to be used for all correspondence after initial filing)

Total Number of Pages in This Submission

5

Application Number

10/618,154

Filing Date

July 11, 2003

First Named Inventor

M. Scott Reichardt

Art Unit

2623

Examiner Name

Hoang Nguyen

Attorney Docket Number

UV-174 Cont. 2

ENCLOSURES (Check all that apply)

- ☐ Fee Transmittal Form
☐ Fee Attached
☐ Amendment/Reply
☐ After Final
☐ Affidavits/declaration(s)
☐ Extension of Time Request
☐ Express Abandonment Request
☒ Information Disclosure Statement

- ☐ Certified Copy of Priority Document(s)
☐ Reply to Missing Parts/
Incomplete Application
☐ Reply to Missing Parts
under 37 CFR 1.52 or 1.53

- ☐ Drawing(s)
☐ Licensing-related Papers
☐ Petition
☐ Petition to Convert to a
Provisional Application
☐ Power of Attorney, Revocation
Change of Correspondence Address
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- ☐ After Allowance Communication to TC
☐ Appeal Communication to Board
of Appeals and Interferences
☐ Appeal Communication to TC
(Appeal Notice, Brief, Reply Brief)
☐ Proprietary Information
☐ Status Letter
☒ Other Enclosure(s) (please identify
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PTO SB/08; and Return postcard.

Remarks

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SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm Name ROPES & GRAY LLP

Signature

Printed name Brian E. Mack

Date September 7, 2007

Reg. No. 57,189

CERTIFICATE OF EXPRESS MAILING - Express Mail No. EM015924744US

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Signature

Typed or printed name

ROSE MARIE DHANRAJ

Date September 7, 2007

This collection of information is required by 37 CFR 1.5. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /HAN/



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

PATENT APPLICATION

Applicants : M. Scott Reichardt et al.
Application No. : 10/618,154
Filed : July 11, 2003
For : SYSTEMS AND METHODS FOR COORDINATING
INTERACTIVE AND PASSIVE ADVERTISEMENT
AND MERCHANDISING OPPORTUNITIES
Group Art Unit : 2623
Confirmation No. : 4144
Examiner : Hoang Nguyen

New York, N.Y. 10036
September 7, 2007

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

INFORMATION DISCLOSURE STATEMENT

Sir:

Pursuant to 37 C.F.R. §§ 1.56 and 1.97, applicants
hereby make the following references of record in the above-
identified patent application:

U.S. Patent Documents

7,159,232	01-02-2007	Blackketter et al.
7,010,801	03-07-2006	Jerding et al.
7,143,428	11-28-2006	Bruck et al.
6,754,905	06-22-2004	Gordon et al.

6,698,020	02-24-2004	Zigmond et al.
6,505,348	01-07-2003	Knowles et al.
6,526,577	02-25-2003	Knudson et al.
6,584,153	06-24-2003	Gordon et al.
6,481,012	11-12-2002	Gordon et al.
6,177,931	01-23-2001	Alexander et al.
6,006,257	12-21-1999	Slezak, Robert J.

The aforementioned references are listed on the accompanying Form PTO/SB/08A (submitted in duplicate). Pursuant to 37 C.F.R. § 1.98(a) (2) (ii), copies of the above "U.S. Patent Documents" are not provided.

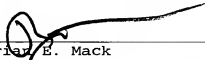
Applicants reserve the right to establish the patentability of the claimed invention over any of the information provided herewith, and/or to prove that this information may not be prior art, and/or to prove that this information may not be enabling for the teachings purportedly offered.

It is respectfully requested that these documents be (1) fully considered by the United States Patent and Trademark Office during examination of this application; and (2) printed on any patent which may issue on this application. Applicants request that a copy of Form PTO/SB/08A, as considered and initialed by the Examiner, be returned with the next communication.

/HAN/

Consideration of the foregoing in relation to this
patent application is respectfully requested.

Respectfully submitted,



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Substitute for form 1449A/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 1 of 1

Complete if Known

Application Number	10/618,154
Filing Date	July 11, 2003
First Named Inventor	M. Scott Reichardt
Art Unit	2623
Examiner Name	Hoang Nguyen
Attorney Docket Number	UV-174 Cont. 2

U. S. PATENT DOCUMENTS

Examiner Initials*	Cite No. ¹	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code ² (if known)			
		7,159,232	01-02-2007	Blacketter et al.	
		7,010,801	03-07-2006	Jerding et al.	
		7,143,428	11-28-2006	Bruck et al.	
		6,754,905	06-22-2004	Gordon et al.	
		6,698,020	02-24-2004	Zigmond et al.	
		6,505,348	01-07-2003	Knowles et al.	
		6,526,577	02-25-2003	Knudson et al.	
		6,584,153	06-24-2003	Gordon et al.	
		6,481,012	11-12-2002	Gordon et al.	
		6,177,931	01-23-2001	Alexander et al.	
		6,006,257	12-21-1999	Slezak, Robert J.	

Examiner Signature	/Hoang Vu Nguyen Ba/	Date Considered	03/05/2008
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*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. ¹Applicant's unique citation designation number (optional). ²See Kinds Codes of USPTO Patent Documents at www.uspto.gov or MPEP 901.04. ³Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). ⁴For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ⁵Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. ⁶Applicant is to place a check mark here if English language translation is attached.

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